

Attached below is the Dealer letter

May 13, 2011

**TO: ALL HYUNDAI DEALER PRINCIPALS/GENERAL MANAGERS;
ALL HYUNDAI DEALERSHIP SERVICE MANAGERS;
ALL HYUNDAI DEALERSHIP PARTS MANAGERS;
ALL HYUNDAI DEALERSHIP SALES MANAGERS;**

SUBJECT: 2010 Tucson (LM) - Rear Reflector Replacement (Recall 101) - TSB# 11-01-015

Hyundai Motor America is conducting a Recall to replace the rear reflectors on certain 2010 Model Tucson vehicles produced beginning February 27, 2010 through April 27, 2010. Technical Service Bulletin #11-01-015 provides a procedure to conduct this replacement.

IMPORTANT NOTE 1: Dealers are required to perform this campaign on all affected vehicles in dealer stock before retail delivery to the customer and whenever an affected vehicle is in the shop for any maintenance or repair.

IMPORTANT NOTE 2: Dealers were automatically shipped kits (LH and RH Rear Reflectors) during the week of May 9, 2011 for Recall usage. Additional parts can be ordered following parts ordering procedures.

In order to identify only those vehicles affected by Recall Campaign 101, it will be necessary to access Hyundai Motor America's "Warranty Vehicle Information" screen via WEBDCS before starting the repair. The "Warranty Vehicle Information" screen will identify affected vehicles with an open Recall Campaign 101.

A listing of DEALER STOCK VEHICLES and RETAILED VEHICLES is also located on WEBDCS, SERVICE tab, select INFORMATION, and select:

- **UNCOMPLETED CAMPAIGN VIN LISTING - DEALER STOCK or RETAILED**

TSB #11-01-015 will be available on Hyundai's Website on May 13, 2011. It contains instructions on performing the service and submitting the campaign claim.

Customer notification letters will be mailed on Friday May 20, 2011 to all applicable consumers.

It is IMPORTANT TO SUBMIT A CAMPAIGN CLAIM FOR EACH VEHICLE SERVICED so your dealership can be compensated for your work and Hyundai can maintain accurate records of campaign completions.

LEGAL LIABILITY NOTICE: You are required to keep confidential any and all information and documents provided to you by Hyundai Motor America in the conduct of carrying out work for this recall campaign. Hyundai Motor America dealers may use owner information provided for the campaign only for the purpose of conducting and performing this recall campaign, and for no other purpose.

Hyundai appreciates your cooperation and support. Questions may be directed to your District Parts and Service Manager or Warranty HELPREP line at 1-877-446-1922.

Attached below is the Customer letter.

MOTOR VEHICLE RECALL

Dear 2010 Tucson Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Hyundai has determined that 2010 model year Tucson vehicles produced beginning February 27, 2010 through April 17, 2010, fail to conform to Federal Motor Vehicle Safety Standard No. 108, Lamps, reflective device, and associated equipment.

Federal law requires that any vehicle lessor receiving this recall notice must forward a copy of this notice to the lessee within ten days.

What is the problem?

- Rear reflector assemblies installed in the rear bumpers of Tucson vehicles produced during the period beginning February 27, 2010 through April 17, 2010 do not comply with the photometry requirements of Federal Motor Vehicle Safety Standard No. 108.

Diminished reflectivity of the rear reflector assemblies may lead to reduced visibility of the rear of the vehicle, which may increase the risk of a crash into the rear of the vehicle.

What will Hyundai do?

- We are asking you to schedule an appointment as soon as possible to take your vehicle to your Hyundai dealer. The Hyundai dealer will replace the rear reflector assemblies of your vehicle.

This procedure will be performed at no charge to you. Repairs should take less than an hour. When you make an appointment, please confirm if the dealer's schedule will allow the work to be performed while you wait.

What should you do?

- We urge you to call your Hyundai dealer to schedule an appointment to have this work performed as soon as possible.

What if you have other questions?

- If you have any difficulty having this repair performed, we recommend that you call the Hyundai Customer Assistance Center at 1-800-633-5151. If you are still not satisfied that we have remedied this situation without charge, and within a reasonable amount of time, you may wish to write to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, SE, Washington, D.C. 20590, or call their toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153), or go to <http://www.safercar.gov>.

We urge your prompt attention to this important safety matter.

Hyundai Motor America